

Vanity Fair

SILK UNDERWEAR



Her Intimate Hour

WHETHER she is the charmer behind the footlights, the luxuriously-gowned figure we meet in the haunts of the fashionable, the artist in colorful smock, or the trim, alert business woman, she has her own intimate hour.

A tiny peep into her boudoir reveals the real woman. It is there that she practices the care of her person; selects each article of raiment, realizing that more important than frock or hat is the knowledge that she is faultlessly groomed and attired beneath.

This knowledge is her poise — her self-assurance and grace.

A dream come true

For years silk was a costly luxury. Every woman dreamed of it for her intimate wear, but only a favored few attained it. That was before the days of Vanity Fair.

Vanity Fair underwear of shimmery, alluring glove-silk is here for the woman who craves beautiful underthings but who has an eye to the practical. For Vanity Fair, with all its appealing loveliness, is the most economical underwear you may have.

And this is why

It is fashioned of long, even threads, — each one tested for that strength which we know silk alone possesses.

Each article — vest, knickers, chemise, each of Vanity Fair's long list of underthings — is cunningly fashioned to eliminate strain and friction.

And, perhaps most important in its economy, is the laundry-saving Vanity Fair effects. No longer are one's underthings subject to the laundress's heavy hand! Gone are the laundry bills which mount and mount! One rinses out Vanity Fair in the bathroom basin — it needs no boiling, bluing nor bleaching, no, not even pressing.

One woman — a devotee of the budget system — figured out that in laundry items alone, her Vanity Fair silk underwear paid for itself.

And this delightful under-apparel is available to you in the smarter shops at surprisingly moderate prices.

You may see it in your home

Without trouble or expense you may examine Vanity Fair's unusual qualities right at home. Fill in the coupon below and we will send you at once swatches of the actual Vanity Fair glove-silk and also our spring booklet "Vanity Fair Style Revue." There is no charge.

VANITY FAIR SILK MILLS
Box 4M
READING, PA.

Plus-4-inch Vest

A vest which rides up beneath the corset can be most uncomfortable. That's why Vanity Fair added four inches to the length of its vest. And — don't overlook this — the shoulder straps are not of perishable ribbon, but hemstitched glove-silk so placed as to stay firmly on your shoulder.



Step-in Chemise

An easy grace has this little step-in envelope chemise, with never a snap nor button. Slashed from hem to hip-line and daintily hemstitched. Even its shoulder straps are of hemstitched glove-silk.



Double-back Knicker

Where do knickers wear through? In the back, of course, where the friction and strain are greatest. That's why the Vanity Fair knicker is of double thickness in back from belt to knee. Try to wear it out!



Sports Bloomer

It's not confined to sports wear, of course. You'll want it beneath your spring suit or even, in the lighter shades, to wear under a dance frock. Especially well cut and roomy, with a smart tailored cuff.



Shadow-Hem Pettiskirt

To have an absolutely shadow-proof petticoat without stiffness or bulk — how often you've wished for it. Vanity Fair has fashioned its pettiskirt with a deep hem. It's a slip-on model, single thickness to the hips, below what the double silk. You may stand against the strongest light and it will prove unrevealing.



Sure-Lap Union Suit

All women like the slim form-fitting union suit but it has always had one fault. It would gape open in back. Not Vanity Fair's, though. The sure-lap closing holds it firmly closed no matter what the position. Shoulder straps of hemstitched glove-silk, too.



FREE! Send for This Right Now!

Vanity Fair Silk Mills, Box 4M,
Reading, Pa.

Please send me without charge samples of silk and copy of "Style Revue."

Name

Street

City State